

Lost in Translation

Sharing Your Research With the Public

***Resources***

Start with WHY

People don’t buy what you do; they buy *why* you do it

<http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html>

***Distill Your Message***

I help \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ do \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ so they can \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Source: copyblogger.com via Flint Communications Fargo Connect Conference 2015

***American Association for the Advancement of Science***

How to Communicate Your Science

* + [www.aaas.org/communicatingscience](http://www.aaas.org/communicatingscience)
  + <http://www.aaas.org/page/communicating-science-online>

***National Science Foundation Science 360***

* <http://news.science360.gov/files/>

***Twitter Feeds About Science, by Subject Area***

* <http://indianapublicmedia.org/amomentofscience/twitter-science-accounts/>

***Infographics Resources***

* Piktochart
* Infogr.am
* Icharts
* Venngage
* Google Charts
* Tableau
* Datawrapper
* Easel.ly
* Freeinfographictemplates.com

**Become a science ninja. Spread the word.**

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